

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 395 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 14700	<b>Campaign Ref:</b> E 063621320
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/21/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06362132
<b>Est./PO Number:</b> 06362132	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Jim Davis Sd50	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg
<b>Demographic:</b> (L) Household	<b>Order:</b>	<b>Ashevil</b>

Ref	Salee Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots	2	1	2	275
2	M-F 9a Dr Phil ...TF..	05	150	30 Comme	Nbr of Spots	2		2	300
3	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	4		4	600
4	M-F 9a Dr Phil MT.....	05	150	30 Comme	Nbr of Spots	2		2	300
5	M-F 10a Your Carolina ...TF..	05	75	30 Comme	Nbr of Spots	2		2	150
6	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	4		4	300
7	M-F 10a Your Carolina MT.....	05	75	30 Comme	Nbr of Spots	2		2	150
8	Tue 8p ET / 7p CT NCIS	04	2500	30	Nbr of Spots	1	1	2	5000
Weekly Totals: Total Spots(Ord Spots)					9	14	5	28	

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 395 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 14700	<b>Campaign Ref:</b> E:063621320
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/21/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06362132
<b>Est./PO Number:</b> 06362132	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
9	Tue 10p ET / 9p CT Vegas .T....	06	1200	30 Comme	Nbr of Spots	1		1	1200
10	CBS NFL Today Sun ....S	06	225	30 Comme	Nbr of Spots	1		1	225
11	Sun 1p ET / 12p CT NFL On CBS .....S	04	750	30 Comme	Nbr of Spots	1	1	2	1500
12	Sun 4p ET / 3p CT NFL On CBS .....S	04	1200	30 Comme	Nbr of Spots	1		1	1200
13	Sat CBS NCAA Football Early Game ...S. 11:30:00-15:00:00	05	750	30 Comme	Nbr of Spots	1		1	750
14	Sat SEC Football ...S. 12:00:00-15:00:00	05	750	30 Comme	Nbr of Spots	1		1	750
15	Sat CBS NCAA Football ...S. 15:30:00-19:00:00	04	1000	30 Comme	Nbr of Spots	1	1	2	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					9	14	5	28	

Grand Totals

		Month 10 Weeks: 4			
	Totals	10/01	10/08	10/15	
Spots	28	9	14	5	5
Cost	14700	4375	7375	2950	2950

Grand Totals:

Spots:	28
Gross Total:	14,700.00
Commission:	2,205.00
Net Total:	12,495.00